



CITY OF GREENSBORO DOT MEDIA RELEASE

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THE HEAT IS ON! HIGHER EDUCATION AREA TRANSIT TO BEGIN SERVICE

GREENSBORO, NC – August 7, 2006 – After several years of planning and implementation, Greensboro's new HEAT (Higher Education Area Transit) service will begin passenger routes Tuesday morning. The first buses are scheduled to enter service tomorrow and will serve the eight major college and university campuses in Greensboro and Jamestown. The service, geared towards the area's 60,000 college students will also offer enhanced transit options for current and future GTA riders. Fares to ride HEAT are the same as GTA: \$1 per trip with multi-ride passes available for purchase. Qualified students of partner institutions in the HEAT service will have fare-free access using either their student ID card or a school-issued HEAT fare card on HEAT and GTA buses.

Mayor Keith Holliday, City Councilwoman Sandy Carmany were among the speakers at a HEAT Service Dedication held this morning at the J. Douglas Galyon Depot. Representatives of the partner institutions along with other HEAT supporters came together to recognize the many individuals and organizations who worked tirelessly to make the vision of college-based transit a reality. Also among the attendees was Jennifer Homer, an Advertising and Design student at GTCC whose entry in the HEAT "Bring the HEAT" bus design contest was chosen as the template for the new service vehicles. The new HEAT website also made its debut with graphics based on Ms. Homer's design contribution. The site along with the HEAT logo was created under the direction of the HEAT marketing committee comprised of marketing and communications representatives of the partner institutions and designed by The King's English advertising agency.

Students returning to campus over the next month will find ten vividly emblazoned transit vehicles traveling along six new routes. Service hours on the routes will extend as late as

midnight during the week and 3:00 a.m. on the weekends. HEAT will provide a viable alternative to personal vehicles with access to employment, education, entertainment and more. Most HEAT routes will stop at the Depot where passengers will find access to GTA, PART Express, Carolina Trailways, Greyhound and Amtrak.

HEAT will operate as an express service, meaning it will serve selected stops in order to minimize travel time. HEAT bus stops on the campuses and around the city feature readily identifiable red, white and black signs with route numbers clearly marked. Route maps and schedules are available on all of the campuses, at the Depot transfer center and online at www.rideheat.com

The HEAT service, supported primarily by federal and state grants is a partnership between GTA, the City of Greensboro and the following financially supporting institutions: Bennett College for Women, Elon University School of Law, Greensboro College, Guilford College, Guilford Technical Community College and The University of North Carolina at Greensboro.

The Greensboro Department of Transportation (GDOT) seeks to increase public safety and mobility through the effective planning and delivery of transportation services and operation of municipal transit. For more information about GDOT, contact us at (336) 373-GDOT (4368) or visit www.greensboro-nc.gov/gdot

The City of Greensboro works in partnership with the community to build an increased quality of life for all residents by fostering an environment where inclusion, diversity, and trust are valued. As the seventh largest employer in Greensboro, the City has a dedicated professional staff of 2700 employees who maintain four core values of honesty, integrity, stewardship, and respect. The City of Greensboro is governed by a council-manager form of government where a mayor and eight council members act as the legislative body. For more information on the City of Greensboro, please visit us online at www.greensboro-nc.gov

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